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BULLETIN

of the National Tuberculosis Association

VOL. XX | JANUARY, 1934 | No. 1

Record Christmas Seal Publicity

One of the outstanding developments of the 1933 Christmas Seal campaign has been the enormous amount of publicity secured in the press, in magazines, and on the air. All previous records were far surpassed.

The highlight of the National's publicity efforts was, of course, the presentation of the Christmas Seal collection to President Roosevelt at the White House on December 8, by a committee consisting of Dr. Kendall Emerson, Dr. William Charles White, president of the District of Columbia association, Mr. Dorsey F. Wheless, who assembled the collection of seals, and Mrs. Ernest R. Grant, executive secretary of the District of Columbia association. The President evinced considerable pleasure in the gift, remarking, "I'll take it to bed with me tonight," and spent some time discussing the seals and their technical details.

Strict White House rules permitted only six still cameramen, and no news reel photographers, and this accounts for the fact that the presentation will not be seen on movie screens. Dozens of stamp enthusiasts who wrote to the National office for information about seals and dealers gave prompt evidence of the publicity value of still photos.

(*Continued on page 2*)

President Roosevelt was presented on December 8 with a collection of Christmas seals by Dr. Emerson. Shown above with them are: Dr. William Charles White, Dorsey F. Wheless of Brooklyn, and Mrs. Ernest R. Grant

UNIVERSITY OF WASHINGTON
SEATTLE

Special Features At Cincinnati

Among the special features being planned for the Cincinnati meeting, the following may be mentioned.

One evening will be reserved for play and entertainment aboard Cincinnati's famous river excursion steamer, the "Island Queen." This magnificent boat will provide ample accommodations for frolics, dancing, meals and liquid as well as solid refreshments. Further details regarding plans for this evening will be included in a future issue of the BULLETIN.

Hamilton County's new tuberculosis hospital will be practically completed by the time of the annual meeting. It is planned to hold the dedication of this institution during the meeting and also to arrange for certain other features of entertainment in connection with the event.

The X-ray exhibit at the annual meeting will for the first time be shown in Dr. Kennon Dunham's home town and naturally everything will be done by the committee of which Dr. Dunham is chairman, to make this exhibit one of unusual excellence. Any persons wishing to exhibit films at the meeting are urged to communicate as soon as possible with Dr. Kennon Dunham, 2700 Union Central Life Building, Cincinnati, Ohio or Dr. Vera Norton, Hamilton County Tuberculosis Sanatorium, Cincinnati, Ohio. A special program for the discussion of the films is being considered.

The local committee hopes to plan transportation facilities to take people to various points of interest in and around Cincinnati and to provide such hospitality as may be possible for various groups.

Three hotels are given on page 2.

Bulletin

Published Monthly at
LIVINGSTON, NEW YORK
by the
NATIONAL TUBERCULOSIS ASSOCIATION
450 Seventh Ave., New York City

PHILIP P. JACOBS - *Managing Editor*
ELIZABETH COLE - *Executive Editor*

Entered as second-class matter, March 25, 1932, at the Post Office at Livingston, N. Y., under the Act of August 24, 1912.

Record Publicity

(*Concluded from page 1*)

The unique national Sponsoring Committee for the seal sale aroused wide interest among editors from hamlet to metropolis. The presence of some members on the committee as persons who had once "taken the cure" provided numerous surprises and gave strong emphasis to the statement that the disease is curable and need be no bar to success.

The first Christmas Seal broadcast, Sunday evening, December 3, was a splendid success, judging by the correspondence received the following week. Miss Jessica Dragonette outdid herself for a cause in which she has a deep personal interest, and made a special contribution by reading a message endorsing the seal sale and urging her listeners to buy and use seals. Lanny Ross, as usual, charmed his audience, and Frank Banta and Rosario Bourdon expressed their satisfaction in being able to assist by contributing their talents as pianist and cellist, respectively. Dr. Emerson's talk was declared to have been "just what we needed."

Letters from the National office to radio stars and their sponsors asking them to include a Christmas Seal message in their programs during December met an immediate response. The National office has been unable to keep track of all the stars and sponsors who mentioned seals during the campaign and would welcome additional names. Those reported thus far are: Walter Winchell, Ben Bernie, John Gambling, Lowell Thomas, A & P Gypsies and the Show Boat Boys.

Pathological Section

The chairman of the Pathological Section for the annual meeting in Cincinnati next May, Dr. Leroy U. Gardner, Box 551, Saranac Lake, New York, tells us that he has several vacancies on his program. He will be pleased to correspond with persons who wish to present papers in the Pathological Section during the annual meeting.

The other members of the Pathological Section's committee are Dr. E. M. Medlar, Vice-Chairman, Metropolitan Life Insurance Company Sanatorium and Dr. Charles A. Doan, Ohio State University, Department of Medical and Surgical Research, Columbus, Ohio. Anyone interested may correspond with any of the three members of the committee.

Hotels In Cincinnati

The Netherland Plaza Hotel, Cincinnati's newest and finest hostelry, has been selected as the headquarters for the annual meeting of the National Tuberculosis Association to be held in that city May 14 to 17, 1934. The Netherland Plaza Hotel is strictly modern in accommodations and service and offers unusual features both in guest rooms and in meeting rooms. The hotel was the unanimous choice of the local committee on arrangements of which Mr. Wm. L. Schneider is the chairman.

The Sinton-St. Nicholas Hotel has been designated as special headquarters for the Ohio state delegation. The annual meeting of the Ohio Public Health Association will probably be held there during the National meeting and other special features of interest to Ohioans will be arranged.

The Hotel Gibson is the third large hotel in Cincinnati. It has a fine reputation extending over many years and offers excellent accommodations for our delegates.

We strongly recommend that reservations be made as early as possible especially if the lower priced rooms are desired. The following schedules of rates are quoted by the three hotels mentioned above:

HOTEL	SINGLE ROOMS	DOUBLE ROOMS
Netherland Plaza	$3.00 to $4.00 minimum and up	$4.50 to $5.50 min. and up
Sinton-St. Nicholas	$2.50 to $3.50	$4.00 to $6.00
Gibson	$2.50 to $6.00	$4.00 to $8.00

N. T. A. To Move

During the month of March or April, 1934, the National Tuberculosis Association and all of the other agencies affiliated with the National Health Council, will move to Radio City in the R. C. A. Building. Our new address will be 50 West 50th Street. Further details regarding our moving plans will be given later.

Canada Appointments

Last month we mentioned the appointment of Dr. G. J. Wherrett, M.R.C.P. of Fort Qu'Appelle, Saskatchewan, as successor to Dr. R. E. Wodehouse in the position of executive secretary of the Canadian Tuberculosis Association. We are now able to supplement this announcement with a little more information about Dr. Wherrett. We quote from the bulletin of the Canadian Tuberculosis Association—

> "A graduate of Manitoba University, Dr. Wherrett was for five years the medical director of the Maritime Tuberculosis Educational Committee which was financed by the Canadian Life Insurance Officers Association. In 1928 he went abroad with the party of tuberculosis men and remained there for nearly two years, being made a member of the Royal College of Physicians of London during that period. On his return to Canada, he went to the Saskatchewan Sanatorium at Fort Qu'Appelle, from which position he now has come to Ottawa."

Commenting on Dr. Wodehouse's new appointment, Dr. J. A. Couillard, President of the Canadian association says, "The appointment of Dr. R. E. Wodehouse to the important position of Deputy Minister of Pensions and National Health is a great loss to our Association. Those of us who have witnessed the wonderful accomplishments of 'our Bob,' during his term of office, appreciate fully the great indebtedness we owe our Executive Secretary. The remarkable strides and great advancement effected during the past years by the Canadian Tuberculosis Association are mostly and directly accountable to the untiring and devoted work of Dr. Wodehouse."

To Aid Handicapped

Representatives of twenty-three organizations met at the New York University School of Education December 13 to organize the National Council for the Physically Handicapped with the purpose of coordinating the activities and increase their service to the seven million physically handicapped children and adults in America. Sherman C. Kingsley was elected president. The organizations represented were National Tuberculosis Association, American Heart Association, Institution for Improved Instruction of Deaf-Mutes, New York School for the Deaf, National Association of the Deaf, Hebrew Association for Deaf, National Society for the Prevention of Blindness, American Federation of Organizations for the Hard of Hearing, Welfare Federation of Philadelphia, State Department of Mental Hygiene, American Foundation for the Blind, National Rehabilitation Association, Pennsylvania Institute for the Deaf, Federal Bureau of Education and New York University.

Supply Service Notes

Animal Posters

The sets of four animal posters by the late John Livingston Bull, originally issued by the Michigan Tuberculosis Association and distributed by the National Tuberculosis Association, received widespread popularity. One of our local associations writes, "These are the best posters your office has given us for some time and they have been in great demand." In the thought that others feel the same way and because our supply is exhausted, we wish you would write your state association, mentioning the number of sets you plan to purchase. If we have a sufficient number of orders we will print a new supply early in the year.

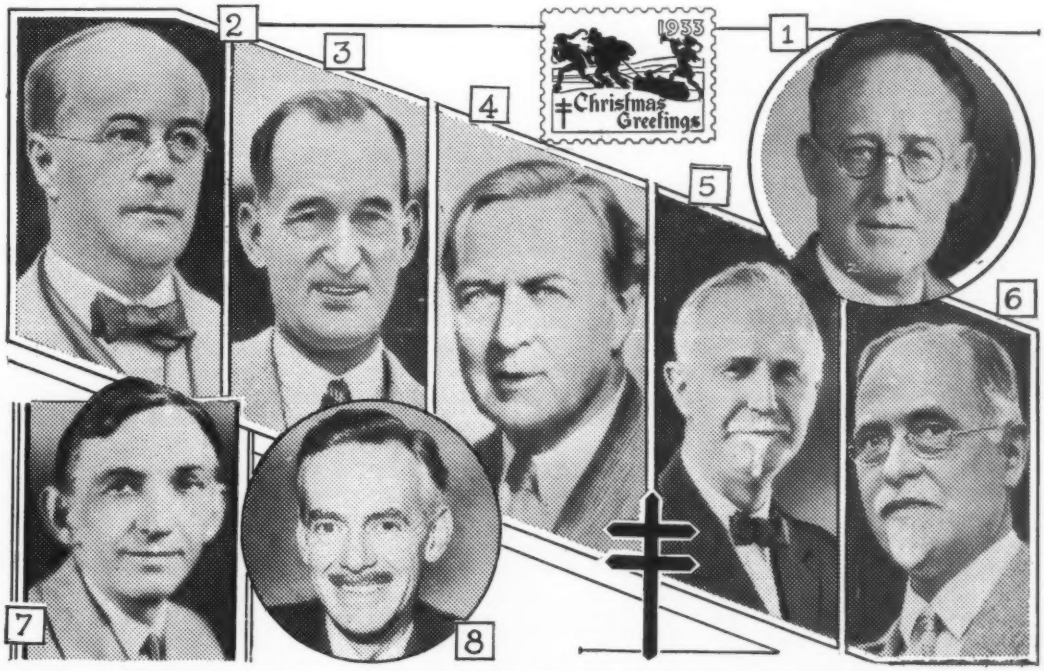
Journal of the Outdoor Life

With the new year, we hope you are planning to devote some of your time to securing new subscriptions to the *Journal of the Outdoor Life*. We have made a list of subscriptions according to states and we shall be glad to send you at your request the subscribers in your community. After finding how few there are, especially in certain sections of the country, we believe you will be willing to go to your local sanatoria and discuss the situation with the superintendents, as well as solicit various patients who might be interested in subscribing.

If you wish a further supply of advertising circulars or the gift circular, we shall be glad to send them at your request.

Roentgen's Ray

An article for use among high school and college students telling of the discovery of the X-ray by Wilhelm Konrad Roentgen by Elizabeth Cole appeared in the December Journal of the Outdoor Life (page 426). This subject is timely at present and the article contains a great deal of data on Roentgen that has not been generally known by the lay public. Several attractive illustrations are used. If you are interested in 8-page reprints please write your state tuberculosis association for prices.



National Christmas Seal Campaign Committee. Each member is noteworthy for winning a personal battle with tuberculosis and since recovery for attaining eminence. 1. Will Irwin, author, New York City; 2. Dr. William Charles White, Washington, D. C., chairman; 3. Harold Bell Wright, novelist, Tucson, Ariz.; 4. Hobart Bosworth, actor, Beverly Hills, Cal.; 5. Roger W. Babson, statistician, Babson Park, Mass.; 6. Professor Irving Fisher, political economist, New Haven, Conn.; 7. Charles Wakefield Cadman, composer, La Mesa, Cal.; 8. Eugene O'Neill, playwright, Sea Island, Ga.

News Reel

Thanks for Health Day was endorsed by Dr. Frank P. Graves, State Commissioner of Education of New York, and the day was celebrated throughout the state as a result of the efforts of the Committee on Tuberculosis and Public Health of the State Charities Aid Association.

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The Hudson County (N. J.) Tuberculosis Association is being congratulated on having accomplished its aim to secure a modern hospital for tuberculosis patients. A grant of $3,000,000 from the Federal Government will make this possible according to Dr. B. S. Pollak, medical director of the hospital and sanatorium division of the association.

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The Pennsylvania Tuberculosis Society will hold its forty-second annual meeting at the Penn-Harris Hotel, Harrisburg, January 23 and 24. On the program will be Dr. Donald Guthrie, president of the State Medical Society, Dr. Adrian V. S. Lambert, New York City, Dr. A. W. Freeman, Johns Hopkins Hospital and University School of Hygiene and Public Health. Dr. J. Bruce McCreary, William J. Moorhead, and A. W. Thomas will talk on "The School Health Program, Its Place in the Community." Miss Alice E. Stewart and Miss Fannie Eshleman will speak on "Nursing Service in Tuberculosis Control." Dr. Kendall Emerson will speak on "Evaluation of Tuberculosis Organization Programs of Work."

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In cooperation with the National Health Library located at 450 Seventh Avenue, New York City, the National Tuberculosis Association has published a pamphlet of twenty-four pages listing about 100 selected health books for public libraries. The list has been compiled by Miss Ethel Wigmore, Librarian of the National Health Library and has been checked by each of the sixteen member agencies of the National Health Library.

We recommend this booklet to all public, school and special librarians in your district. Write to your state association for copies of the booklet which is entitled "Health Books for Public Libraries" or to the National Tuberculosis Association.

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The *Transactions* of the annual meeting held at Toronto last June are ready for distribution.

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H. M. Cass, Executive Secretary of the South Dakota Public Health Association, is director of field activities of the Federal Emergency Relief Administration for South Dakota with headquarters at the capital, Pierre.

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The Powers X-Ray Products Company has produced a one reel motion picture showing how school children are X-rayed by the so-called rapid method. The use of this film is generously offered free of charge to tuberculosis associations. It does not bear advertising and may be obtained either on standard or narrow gauge width. Requests for the film sent to the National Association will be forwarded to the company.

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The N. O. P. H. N. has just published a new poster for use in local communities. It pictures a nurse in regulation uniform entering a home and being met on the doorstep by a little girl. It is reproduced in soft browns and blacks with caption "Your Community Nurse" and space for a local message. It is 14 x 24 inches.

Four new photographs are also available showing various phases of the nurses' work. These may be had as glossy prints or cuts. Prices on request to N. O. P. H. N. at 450 Seventh Ave., New York.

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Mrs. Sadie Orr Dunbar, executive secretary of the Oregon Tuberculosis Association, writes that the Senate has passed a bill whereby the State Board of Control is authorized to apply for Public Works Administration Funds totaling $280,000 for the completion of the state tuberculosis hospitals at Salem and The Dalles. Coming in the midst of seal sale it served to focus attention on tuberculosis work.

Dr. Kendall Emerson, Miss Jessica Dragonette, star of the weekly Cities Service programs, and Mr. Lanny Ross, star of the weekly Show Boat programs, at the Christmas seal broadcast, Sunday evening, December 3, from 10:30 to 11:00 P. M. over WJZ. The stars donated their services to this coast to coast broadcast